

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 387 Issue 1



WSPA-TV

250 International Dr.  
Spartanburg SC 29303-6698  
(864) 576-7777 FAX (864) 587-4480

Original

Client:	Barack Obama/ D/ President	Submission Cost:	28200	Campaign Ref:	E:120802001
Buyer:	..	Client/Product/Estimate:	96 /101 /1536	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 10/07/12	Weeks:	5	Order Ref:	06260799
Est./PO Number:	06260799	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

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Product:	Obama For America	Booking Group:	WSPA	Key Market:	Greenville Spartanburg Asheville	28200
Demographic:	(L) Household	Order:				

Ref	Sales Product Details	Rate	Spot Type	Nbr of Spots	09/03	09/10	09/17	09/24	10/01	Total	Cost
1	M-F 11a ET / 10a CT Price Is Right .TWTF..	225	30 Comme	Nbr of Spots	2	2	2	2		8	1800
2	M-F 730p Scene On 7 .TWTF..	250	30 Comme	Nbr of Spots	2	2	2	2		8	2000
3	M-F 9a Dr Phil .TWTF..	150	30 Comme	Nbr of Spots	1	1	1	1		4	600
4	Fri 10p ET / 9p CT Blue Bloods ....F..	1200	30 Comme	Nbr of Spots		1				1	1200
5	Fri 10p ET / 9p CT Blue Bloods ....F..	1200	30 Comme	Nbr of Spots				1		1	1200
6	Fri 9p ET / 8p CT CSI NY ....F..	900	30 Comme	Nbr of Spots			1			1	900
7	Sat SEC Football .....S.	750	30 Comme	Nbr of Spots				1		1	750
8	Sat 7p Access Hollywood .....S.	150	30 Comme	Nbr of Spots	1					1	150
Weekly Totals: Total Spots(Ord Spots)					8	11	12	14	1	46	

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<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 28200	<b>Campaign Ref:</b> E:120802001
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 /101 /1536	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/03/12 to 10/07/12	<b>Weeks:</b> 5	<b>Order Ref:</b> 06260799
<b>Est./PO Number:</b> 06260799	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
9	Sat 7p News .....S.	150	30 Comme		1	1	1		3	450
10	Sat 730p King Of Queens .....S.	200	30 Comme		1				1	200
11	Sat 730p Access Hollywood .....S.	200	30 Comme		1	1	1		3	600
12	Sun 10p ET / 9p CT Mentalist .....S	1000	30 Comme				1		1	1000
13	Sun 8p ET / 7p CT Big Brother .....S	1700	30 Comme	1					1	1700
14	Sun 9p ET / 8p CT 3 .....S	1300	30 Comme			1			1	1300
15	Thu 10p ET / 9p CT Person Of Interest ...T...	2000	30 Comme		1				1	2000
16	Thu 10p ET / 9p CT Elementary ...T...	2000	30 Comme				1		1	2000
17	Tue 8p ET / 7p CT NCIS .T.....	2500	30 Comme			1	1		2	5000
18	Tue 9p ET / 8p CT NCIS Los Angeles .T.....	1900	30 Comme		1				1	1900
19	Wed 10p ET / 9p CT CSI ..W....	1200	30 Comme				1		1	1200
<b>Weekly Totals: Total Spots(Ord Spots)</b>				8	11	12	14	1	46	

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<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 /101 /1536	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/03/12 to 10/07/12	<b>Weeks:</b> 5	<b>Order Ref:</b> 06260799
<b>Est./PO Number:</b> 06260799	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
20	Wed 8p ET / 7p CT Survivor ..W....	1650	30 Comme				1		1	1650
21	M-F 9a Dr Phil M.....	150	30 Comme		1	1	1	1	4	600
<b>Weekly Totals: Total Spots(Ord Spots)</b>				8	11	12	14	1	46	

Grand Totals										
				Month 9 Weeks: 5					Month 10 Weeks: 4	
				09/03	09/10	09/17	09/24	10/01		
Spots				46	8	11	12	14		
Cost				28200	3150	6700	7050	11150		

<b>Grand Totals:</b>	<b>Spots:</b> 46
	<b>Gross Total:</b> 28,200.00
	<b>Commission:</b> 4,230.00
	<b>Net Total:</b> 23,970.00

FAX# 703-516-9680  
AUG2/12 16.23  
HARRIS REPORT FROM REP  
\*\*\*CHANGES\*\*\* \*\* WSPA-TV \*\*\*

PROGRAM : ACCESS HOLLYWOOD  
CON COM1: ACCESS HOLLYWOOD

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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18	A		700P-730P	30		\$150.00	9/15	9/29	1		SAT	3
----	---	--	-----------	----	--	----------	------	------	---	--	-----	---

PROGRAM : NEWS  
 ORD COM1 : PROGRAM CHANGES SPOTS ARE BOOKED PLS ADV  
 THIS IS A MAKE-GOOD FOR SEP15-SEP29 ON LINE-7 FOR 1 SPOT/WK  
 THIS IS A MAKE-GOOD FOR SEP15-SEP29 ON LINE-8 FOR 1 SPOT/WK  
 THIS IS A MAKE-GOOD FOR SEP27 ON LINE-12 FOR 1 SPOT/WK

19	A		730P-800P	30		\$200.00	9/15	9/29	1		SAT	3
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PROGRAM : ACCESS HOLLYWOOD  
 ORD COM1 : PROGRAM CHANGES SPOTS ARE BOOKED PLS ADV  
 PART OF A MAKEGOOD MADE UP OF LINES 18-20

20	A		1000P-1100P	30		\$2,000.00	9/27	9/27	1		THU	1
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PROGRAM : ELEMENTARY  
 ORD COM1 : PROGRAM CHANGES SPOTS ARE BOOKED PLS ADV  
 PART OF A MAKEGOOD MADE UP OF LINES 18-20

8	E		730P-800P	30		\$200.00	9/8	9/8	1		SAT	1
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8	E		730P-800P	30		\$200.00	9/15	9/29	0		SAT	0
---	---	--	-----------	----	--	----------	------	------	---	--	-----	---

PROGRAM : KING OF QUEENS  
 CON COM1 : KING OF QUEENS

12	S		1000P-1100P	30		\$2,000.00	9/13	9/13	1		THU	1
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12	S		1000P-1100P	30		\$2,000.00	9/27	9/27	0		THU	0
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PROGRAM : THE MENTALIST  
 CON COM1 : THE MENTALIST

STATION MAKEGOOD OFFERS:  
 M1 OK'D BUY#7 MISSED: SAT/700P-730P SEP15-SEP29 30S \$150.00 (AUG2/12)  
 BUY#8 SAT/730P-800P SEP15-SEP29 30S \$200.00  
 BUY#12 THU/1000P-1100P SEP27 30S \$2,000.00

OFFER: SAT/700P-730P SEP15-SEP29 30S \$150.00 PLS ADVISE.  
 & SAT/730P-800P SEP15-SEP29 30S \$200.00  
 & THU/1000P-1100P SEP27 30S \$2,000.00

CMT: PROGRAM CHANGES SPOTS ARE BOOKED PLS ADV

SEP/12 28800.00 OCT/12 \$150.00 CONTRACT TOTAL 28950.00  
 TOTAL SPOTS 47

REP HEADLINE# 6260799  
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
AUG2/12 16.23  
\*\*\* WSPA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

MARKET TOTALS \$228,200 WSPA 13% WLOS 54% WYFF 18% WHNS 12% WYCW 1% WMYA 2% CABL 0%  
WNEG 0%

ACCURATE SHARES

SVC- NSI BOOKS- EST/ES  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

ADV # \_\_\_\_\_ ADV. NAME POLI/B OBAMA/D/PRE/US REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME LAURA BASSETT  
 3050 K ST NW, SALES PRSN WA- MICA HANSEN (H)  
 WASHINGTON, DC 20007

ORDER # \_\_\_\_\_ CONTRACT # 6260799 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1536 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP4/12 OCT1/12 WK-4

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG2/12 08.22

REP: NEW ORDER  
 TTL 28950 @ 47X  
 PLS CFM  
 THANKS, MIKE FOR MICA

STA: \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 CON CM

ALL INVOICES ARE TO BE SENT TO:  
 GREER MARGOLIS  
 ACCOUNTING  
 1010 WISCONSIN AVENUE NW  
 SUITE 800  
 WASHINGTON, DC 20007

OBAMA FOR AMERICA  
 STATION MAKEGOOD OFFERS:  
 M1 UNRESL BUY#7 MISSED: SAT/700P-730P SEP15-SEP29 30S \$150.00 (AUG2/12)  
 BUY#8 SAT/730P-800P SEP15-SEP29 30S \$200.00  
 BUY#12 THU/1000P-1100P SEP27 30S \$2,000.00  
 OFFER: SAT/700P-730P SEP15-SEP29 30S \$150.00 PLS ADVISE.  
 & SAT/730P-800P SEP15-SEP29 30S \$200.00  
 & THU/1000P-1100P SEP27 30S \$2,000.00  
 CMT: PROGRAM CHANGES SPOTS ARE BOOKED PLS ADV

CONTRACT TOTAL 28950.00  
 TOTAL SPOTS 47

REP HEADLINE# 6260799  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
AUG1/12 20.02  
\*\*\* WSPA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/B OBAMA/D/PRE/US REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME LAURA BASSETT

3050 K ST NW, SALES PRSN WA- MICA HANSEN (H)  
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FLIGHT DATES SEP4/12 OCT1/12 WK-4

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG1/12 20.02

REP: NEW ORDER  
TTL 28950 @ 47X  
PLS CFM  
THANKS, MIKE FOR MICA

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007  
OBAMA FOR AMERICA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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1			1100A-1200N	30		\$225.00	9/4	9/28	2		TU-F	8
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AGENCY ADVERTISER CODE = 95  
AGENCY PRODUCT CODE = 101  
AGENCY EST# = 1536  
PROGRAM : PRICE IS RIGHT  
CON COM1: PRICE IS RIGHT



REP HEADLINE# 6260799  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP

AUG1/12 20.02  
 \*\*\* WSPA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
2			730P-800P PROGRAM : SCENE ON 7 CON COM1: SCENE ON 7	30		\$250.00	9/4	9/28	2		TU-F	8
3			900A-1000A PROGRAM : DR. PHIL CON COM1: DR. PHIL	30		\$150.00	9/4	9/28	1		TU-F	4
4			1000P-1100P PROGRAM : BLUE BLOODS CON COM1: BLUE BLOODS	30		\$1,200.00	9/14	9/14	1		FRI	1
4			1000P-1100P PROGRAM : BLUE BLOODS CON COM1: BLUE BLOODS	30		\$1,200.00	9/28	9/28	1		FRI	1
5			900P-1000P PROGRAM : CSI: NY CON COM1: CSI: NY	30		\$900.00	9/21	9/21	1		FRI	1
6			1200N-300P PROGRAM : SEC FOOTBALL CON COM1: SEC FOOTBALL	30		\$750.00	9/8	9/8	1		SAT	1
6			1200N-300P PROGRAM : SEC FOOTBALL CON COM1: SEC FOOTBALL	30		\$750.00	9/22	9/22	1		SAT	1
7			700P-730P PROGRAM : ACCESS HOLLYWOOD CON COM1: ACCESS HOLLYWOOD	30		\$150.00	9/8	9/29	1		SAT	4
8			730P-800P PROGRAM : KING OF QUEENS CON COM1: KING OF QUEENS	30		\$200.00	9/8	9/29	1		SAT	4
9			1000P-1100P PROGRAM : THE MENTALIST CON COM1: THE MENTALIST	30		\$1,000.00	9/30	9/30	1		SUN	1
10			800P-900P PROGRAM : BIG BROTHER CON COM1: BIG BROTHER	30		\$1,700.00	9/9	9/9	1		SUN	1

*15, 22, 29 - 7p News*

*15, 22, 29 Access & Kelly*

*1 No Change*

AUG1/12 20.02  
\*\*\* WSPA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			900P-1000P PROGRAM : THE GOOD WIFE CON COM1: THE GOOD WIFE	30		\$1,300.00	9/23	9/23	1		SUN	1
12			1000P-1100P PROGRAM : THE MENTALIST CON COM1: THE MENTALIST	30		\$2,000.00	9/13	9/13	1		THU	1
12			1000P-1100P	30		\$2,000.00	9/27	9/27	1		THU	1
13			800P-900P PROGRAM : NCIS CON COM1: NCIS	30		\$2,500.00	9/18	9/25	1		TUE	2
14			900P-1000P PROGRAM : NCIS: LOS ANGELES CON COM1: NCIS: LOS ANGELES	30		\$1,900.00	9/11	9/11	1		TUE	1
15			1000P-1100P PROGRAM : CSI CON COM1: CSI	30		\$1,200.00	9/26	9/26	1		WED	1
16			800P-900P PROGRAM : SURVIVOR CON COM1: SURVIVOR	30		\$1,650.00	9/19	9/19	1		WED	1
17			900A-1000A PROGRAM : DR. PHIL CON COM1: DR. PHIL	30		\$150.00	9/10	10/1	1		MON	4
SEP/12			28800.00			OCT/12						
CONTRACT TOTAL 28950.00												
TOTAL SPOTS 47												

REP HEADLINE# 6260799  
\*\*\* ORIGINAL REV#0 \*\*\*

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:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

MARKET TOTALS \$228,200 WSPA 13% WLOS 54% WYFF 18% WHNS 12% WYCW 1% WMYA 2% CABL 0%  
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